

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices**

June 21, 2010

8 AM

MINUTES

Present: Frank McNabb (Chair), Bruce Clouette, Dennis Heffley, Jim Hintz

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:07 am. He welcomed Bruce Clouette who will be joining the Committee as a new member. Steve Rhodes has moved back to Iowa and will be missed.

2. Approval of Minutes from May 17, 2010

The minutes were approved unanimously.

3. Follow-up on Outreach/Debrief on UConn Alumni Weekend

Frank McNabb reviewed the Partnership's presence at Alumni Weekend activities. A table staffed by Partnership members was located outside the dinner location and at the registration table. Cynthia van Zelm said she had also provided 500 membership forms and Concept Plans/Timelines to the Alumni Association for their packets. It was unclear how the information was distributed. She said Board President Philip Lodewick was also scheduled to give an update on Storrs Center at one of the sessions. Although nine people signed up for the session, only one attended.

Mr. McNabb and Dennis Heffley said that alumni visited their tables but it was not a very busy weekend and they expressed concern about attracting alumni in the summer.

The Committee agreed that it might not make sense to do the same amount of effort for Alumni Weekend next year. Mr. Heffley said it was important to keep targeting alumni as it is a key constituency for the use of Storrs Center.

Ms. van Zelm said that Steve Rhodes had arranged to have a link to the Partnership on the Lodewick Visitors Center website. Jim Hintz said once a new UConn President is on board, the Committee could pursue re-establishing a link through the President's office.

Ms. van Zelm said the Lions Club has offered the Partnership a table at their fall festival. **Ms. van Zelm will verify the date and time and whether she needs assistance with staffing a table, with Dudley Hamlin with the Lions (e-mail sent on June 21).**

Mr. McNabb said he had sent a letter to a few corporations requesting membership (CL&P, Aetna and Pratt & Whitney). He was going to pursue a few others.

Mr. Clouette said that he would pursue membership from CL&P. Ms. van Zelm will talk to Town Manager Matt Hart about the possibility of Charter (the local cable company) becoming a member. Mr. Clouette said that there is a Town cable advisory committee.

Mr. McNabb thought perhaps the Board's student representative, David Lindsay, could keep the UConn campus (Lodewick Visitors Center, Student Union, UConn Co-op etc.) stacked with membership brochures and other Partnership/Storrs Center material. **Ms. van Zelm said we could ask Mr. Lindsay at the Board meeting on July 1. Mr. Heffley also suggested that students in Urban Geography at UConn may want to be involved in the Partnership. He suggested that Ms. van Zelm contact Department Chair Jeff Osleeb.**

Ms. van Zelm will also check to see if we can put material on the tables at the Post Office.

Mr. Hintz said he will check the Lodewick Visitors Center and the Student Union to see if the brochures are out.

4. Membership Renewal Drive Update

Ms. van Zelm said that there had not been many renewals since the last Committee meeting. **The Committee agreed to send out a 3rd renewal letter. Ms. van Zelm will prepare the letter.** Mr. Hintz said it continues to be important to emphasize the benefits of membership. The Committee agreed that several points should be emphasized: 1) the progress on infrastructure (Storrs Road design, Mansfield Road realignment, garage/intermodal center responses to Request for Qualifications), 2) letters of intent signed for most of Phase 1A, 3) members receive monthly updates on Storrs Center, 4) there will continue to be costs to the operations of the Partnership after ground is broken, 5) the Partnership continues to have a role as it is required to hold a public hearing and make recommendations on the site plans submitted by the developer, and 6) this is a broad-based community effort and one of the major efforts in Mansfield in the last 50 years. The Committee also suggested potentially including the Storrs Road rendering in the packet.

5. Next Meeting

The Committee agreed to meet on Monday, August 16 at 8 am in the Partnership office.

6. Adjourn

The meeting adjourned at 8:45 am.

Minutes taken by Cynthia van Zelm.